

ORDER



Orders
Order / Rev: 705487
Alt Order #: 06270306
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 26
Flight Dates: 08/10/12 - 08/14/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	11	\$16,650.00	\$14,152.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$16,650.00	\$14,152.50	0.00
Totals	11	\$16,650.00	\$14,152.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	27%	\$16,650.00
Market	100%	\$61,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	30%	\$18,500.00
WJW	22%	\$13,566.67
WOIO	21%	\$12,950.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/13/12	08/14/12	M-F 7-9a Today Show	CM	7a-9a	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----			2			\$850.00		0.00			
E 2	WKYC	08/10/12	08/10/12	M-F 7-9a Today Show	CM	7a-9a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$850.00		0.00			
E 3	WKYC	08/10/12	08/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$1,800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/10/12	08/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
E 4	WKYC	08/13/12	08/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$1,800.00		0.00						
E 5	WKYC	08/13/12	08/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$2,800.00		0.00						
E 6	WKYC	08/13/12	08/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	1		\$650.00		0.00						
E 7	WKYC	08/10/12	08/10/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	----F--	1		\$650.00		0.00						
E 8	WKYC	08/12/12	08/12/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S	1		\$1,800.00		0.00						
													Totals	11	\$16,650.00